

REMARKS

The title, specification and Figure 3 have been amended to make editorial changes therein, bearing in mind the criticisms in the Official Action, to place the application in condition for allowance at the time of the next Official Action.

Claims 5, 13 and 18 were rejected under §112, first and second paragraphs, for not adequately defining the IC card. The specification describes the IC card at page 11, lines 13-14. As explained therein, the IC card has an information storing portion. One of skill in the art will appreciate that this means that the IC card has a memory. Accordingly, these claims have been amended to refer to a memory card. Further, these claims have been amended to provide that the memory card is replaceable, as explained at page 6, lines 20-22. Reconsideration and withdrawal of the rejections are respectfully requested.

Claims 1-18 were rejected as anticipated by ITAKURA et al. 6,356,893. These claims have been amended and reconsideration and withdrawal of the rejection are respectfully requested.

ITAKURA et al. describe a system that uses the internet. The server determines which information the server should send to respective terminals by comparing each record of the message user database 34 with each record of the transmittal condition database 36, and sends only the selected information to

respective terminals. Both the message user database 34 and the transmittal condition database 36 are contained in the message distribution system 39, not in the user terminal 10. A record of message user database 34 contained in the message distribution system 39 is generated when the message distribution system 39 receives user's characteristics from a user's terminal 10 via information provider 20 (column 7, lines 24-34). The Examiner's characterization of this portion of the reference on page 4 of the Official Action does not appear to be correct.

By way of further explanation, the server of ITAKURA et al. transmits a message to users who meet the transmittal conditions in a transmittal condition database 36 (column 7, lines 35-52). The message is transmitted to a user only if each of the transmittal conditions is met. If, for example, the message is intended for users in one age group and a particular user is not in that age group, the message is not transmitted to that particular user. *not claimed*

The invention defined in claim 1-18 includes a system and method for broadcasting plural sets of provided information.

A plurality of sets of provided information and seller side information are broadcast from the information distributor side device to a plurality of audience side terminal units, and respective audience side terminal units themselves select the information by comparing the seller side information received

from the server side and the buyer side information provided at the buyer side. The audience side terminal units receive these broadcast messages (the plural sets of paired information) and compare each item in the seller side information with each item in buyer side information that represents attributes of a user of one of the audience side terminal units. The audience side terminal unit selects the message from among the plural messages for which the number of matched items is largest (page 13, line 20 through page 14, line 14). By way of example, if the information distributor side device transmits four pairs of provided information and seller side information, where the seller side information includes five items, the receiving audience side terminal unit compares, for each of the four pairs, the five seller side information items to each of the corresponding five buyer side information items, and then selects the pair for which the number of matches is largest (e.g., if the third pair had 4 matches and the other pairs all had fewer matches, the audience side terminal unit would select the third pair and the provided information associated with this pair).

ITAKURA et al. do not disclose a broadcast system and method where the audience side terminal units receive the plural sets of paired information and compare each item in the seller side information with each item in buyer side information that represents attributes of a user of one of the audience side

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terminal units and where the audience side terminal unit selects the message from among the plural messages for which the number of matched items is largest. ITAKURA et al. do not disclose any numerical comparison of items at all and thus the system therein cannot determine which message has the largest number of matches. The system in ITAKURA et al. merely compares transmittal conditions and sends the message if conditions are met. This difference may be further explained by noting that the system in ITAKURA et al. will only send messages when transmittal conditions are met and will send any message for which transmittal conditions are met. In contrast, the system claimed herein broadcasts the messages (regardless whether transmittal conditions are met), but the audience units select the message for which the number of matches is largest.

Claims 5, 13 and 18 further provide that the buyer side information is stored in a memory card that is attached to the audience side terminal unit and is replaceable. ITAKURA et al. do not disclose that the buyer side information is stored in a replaceable memory card at the audience terminal unit and thus these claims are believed to be allowable regardless of the allowability of the claim from which they depend.

New claims 19-21 further provide a numerical value of the number of matches for each of the sets of provided information and seller side information, and compare the